

### **WHAT IS THE "FAY'S 300"/SUPER DIRTY WEEK RACE?**

- \* DIRT (Drivers Independent Race Tracks) is the dominant "grass roots" motorsports sanctioning organization in the Northeast.
- \* The "300" Championship Race for DIRT Big Block Modifieds is the "crown jewel" of Super DIRT Week. The 300 kilometer event has been held annually in October at the New York State Fairgrounds in Syracuse, N.Y. since 1972.
- \* The "300" is preceded by a full season build-up of over 17 high visibility Qualifier Races at race tracks in N.Y., Pa., N.J. and Canada.
- \* Super DIRT Week consists of multiple race events for different divisions culminating with the "300" race, similar to NASCAR's Daytona Speedweek that culminates with the Daytona 500. Events span a full Tuesday-through Sunday schedule and include:
  - Time trials for all classes
  - Triple 20 Qualifier races for Big Block Modifieds
  - 50 lap Championship Race for STARS Late Models
  - 125 lap Championship Race for 358 Small Block Modifieds
  - 20 lap Last Chance Qualifier Race for Big Block Modifieds
  - 100 lap Championship Race for Big Block Modifieds (FAY'S 300)
- \* Super DIRT Week has an attendance of over 130,000 attracted from across the entire Northeast. It is the largest event at the NYS Fairgrounds after the State Fair itself and one of the largest events in the state. Events receive national media coverage including live reports on TNN.
- \* Previous sponsors of the "300" included Shaeffer Beer (1972-1985), Miller Beer (1986-1992), Wheels Discount Auto Supply Stores (1993-1995)

### **WHY IS THE "FAY'S 300" PROGRAM ON POINT TO FAY'S VENDORS?**

- \* Fans represent a significant pocket of consumers that are a separate segment from NASCAR fans
- \* Fans are brand loyal
- \* Events are directly on target to FAY'S marketing areas
- \* Event sponsorship brings immediate fan awareness
- \* Program has 17+ Qualifier Race Schedule for season long direct impact in local markets as well as the culminating Super DIRT Week event with regional impact
- \* Program provides comprehensive assets to drive sales through ticket promotions, track display areas, coupon distribution, media impact and fan awareness
- \* Program elements lend themselves to use and ownership by multiple vendors across the region
- \* Program is "big enough" to effect the entire FAY'S marketing area
- \* Event sponsorship makes a direct and visible local connection to leverage the image and assets of any company engaged in a national NASCAR program for maximum total program impact
- \* Program thematically unites and reinforces the individual vendors motorsports promotions
- \* Program is "turn-key" by FAY'S allowing for continuity between markets and ease of execution with a minimum of on-site supervision requirements

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## WHY IS THE "FAY'S 300" UNIQUE FROM NASCAR WINSTON CUP PROMOTIONS?

### AREA CHARACTERISTICS

- \* While NY-Pa area is experiencing rapid fan expansion for NASCAR Winston Cup racing (as is the entire nation), there is a strong segment of "grass roots" motorsports fan loyalties independent of NASCAR Winston Cup. Strong fan base segments include:

Type	Location
DIRT	NY, Northeast Pa., Can., NJ, Ohio
NASCAR Modified	NY, New England, NJ, Pa.
Sprint	Central Pa.
STARS	Southwest NY, Northwest Pa., Ohio
ISMA	North Central NY, N.H.

- \* NY and Pa. have a stronger motorsports presence than many would think. NY has 47 race tracks and Pa. has 56. In comparison, NC has 50 and Ala. has 41.
- \* There are major "grass roots" motorsports events in the NY-Pa. area that attract significant numbers of fans. On the same October weekend that Charlotte Motor Speedway hosts a NASCAR Winston Cup weekend, Super DIRT Week in Syracuse, NY attracts an attendance of over 130,000.

### MOTORSPORTS ORGANIZATIONS

- \* DIRT is one of the strongest "grass roots" sanctioning organizations in the US with 31 member tracks in NY, NJ, Ohio, Pa., Del. and Canada. It is the dominant form of racing in NY, sanctioning 16 tracks in the state. By comparison, the NASCAR Winston Racing Series sanctions 6 tracks in NY, only 2 of which are a dirt surface.
- \* DIRT has comprehensive promotional assets similar in nature to the major national organizations including:
  - Weekly nationally syndicated cable TV show
  - Live TV race broadcasts
  - Track program books
  - Point funds and contingency programs
  - Major championship races
  - Race series
- \* DIRT's strong regional presence attracts major promotional programs from sponsors such as Cooper Automotive, Sunoco, US Tobacco, RJ Reynolds, Budweiser, Pennzoll, Brioschi, P&C Foods, Turning Stone Casino, Chevrolet and others.

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State	Trucks	DINT Mod.	DINT 516	NASCAR Winston Cup	NASCAR South	NASCAR East	NASCAR Truck	NASCAR Mod.	NWHA
CT.	4	--	--	--	4	--	--	7	--
MASS	3	--	--	--	1	--	--	1	--
MD.	8	1	--	--	--	--	--	--	--
NE.	7	--	--	--	2	--	--	--	--
N.H.	13	--	--	1	8	1	1	5	--
N.J.	8	2	1	--	--	--	1	1	1
N.Y.	47	20	28	1	3	1	1	4	--
Ohio	95	2	--	--	--	--	--	--	1
Ont. Can.	25	1	11	--	--	--	--	--	--
Pg.	30	4	3	2	3	1	1	2	1
R.I.	0	--	--	--	--	--	--	--	--
Que. Can.	26	3	4	--	--	--	--	--	--
VC.	3	--	2	--	--	--	--	--	--

SELECTED COMPARISON OF MAJOR SERIES RACE LOCATIONS BY SANCTIONING BODY

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## DIRT SUMMARY

- \* DIRT (Drivers Independent Race Tracks) presents one of the most popular forms of motorsports, representing 31 ± tracks located in N.Y., N.J., Ohio, Pa., Del. and Canada and attracting an annual attendance approaching 5 million.
- \* DIRT is the dominant sanctioning body in the N.Y., N.J., Pa. and Ont./Que. Canada regions.
- \* DIRT is unique in providing comprehensive promotional assets through an organized racing program, uniform promotional coverage, in-house print, radio and TV media assets, and major events across a large multi-market area.
- \* The most popular form of racing sanctioned by DIRT is the Big Block Modified race car competition characterized by weekly races held at DIRT tracks as well as major individual races and series such as the Skoal Super DIRT Series, Sunoco Racing Series, Mr. DIRT title, Super DIRT Week and the Eastern States Weekend.
- \* The largest event in dirt surface racing in the country is Super DIRT Week held by DIRT at the New York State Fairgrounds in Syracuse, N.Y., attracting an annual attendance of over 130,000.
- \* Attendance at major series races ranges from 5,000 to 15,000.
- \* The DIRT fan demographics represent a target market for most consumer products as DIRT fans have purchasing power, a 50/50 male/female distribution and high sponsor awareness.
- \* In addition to fan numbers, the total number of actual race competitors is significant and provides a consumer market for specific needs including automotive supplies, vehicles and racing equipment.
- \* DIRT races receive extensive media coverage through:
  - "This Week on DIRT" syndicated weekly TV magazine of DIRT racing (approximately 20 plus shows per year)
  - Live TV broadcast on Fox affiliates of selected DIRT series races
  - "Dirt Trackin'" Magazine, the program distributed at DIRT race tracks (Approx. 26 issues)
  - Radio reports, weekly call-in shows, remotes and race broadcasts
  - National and regional motorsports print media includes: "Gator Racing News" (regional weekly newspaper with circulation of 30,000+), "Area Auto Racing News" (regional weekly newspaper with circulation of 30,000+), "Speedway Scene" (regional weekly newspaper), "National SpeedSport News" (national weekly newspaper), "Trackside" (regional bi weekly magazine), "Circle Track" (national monthly magazine) and "Stock Car" (national monthly magazine)

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